

# DEVELOPMENT COMMITTEE

## Meeting Agenda



DELAWARE CENTER FOR THE  
**INLAND BAYS**  
Research. Educate. Restore.

DATE & TIME: July 14, 2022 at 3pm

LOCATION: *Center for the Inland Bays, 39375 Inlet Rd  
Rehoboth Beach, DE 19971*

Remote via Zoom: <https://us02web.zoom.us/j/87842184941>  
Dial-in: 301-715-8592 Meeting ID: 878 4218 4941

*Meeting called by: Jerry Esposito, Chair*

*Attendees: K. Sigvardson, R. Mais, M. Carter, M. Feeser, D. Keil (via Zoom), N. Bailey Ashton (via Zoom),  
P. Drago (via Zoom), J. Esposito (via Zoom), S. Ball (via Zoom)*

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### AGENDA ITEMS

Call to Order 3:00 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson

S. Ball seconded

Unanimous

Welcome: Marina Feeser, Development Specialist

All

M. Carter introduced M. Feeser and the Committee introduce themselves as well

Old Business

Hiring Updates

S. Ball

S. Ball gave an update on Exec. Director position - gathering resumes and doing outreach, a few very interested candidates; Marianne's position - position is closed now, 4-5 candidates that are being interviewed

Decked Out / Dogfish Dash Update

M. Carter

Decked Out

-M. Carter gave update on current sponsors for Decked Out; showed sponsor deck on website

-Ticket sales - opening sales on Wed. 7/20 for board, VIP, and sponsors, Fri. 7/22 for public at noon

-Auction Items - could use ideas for auction items for Bay-inspired experiences; explained current auction items and a few leads for additional items - Ecobay

*Statement of Purpose:* The Development Committee of the Delaware Center for the Inland Bays is a network of Board members, loyal donors, business and community leaders working to achieve the philanthropic goals of the Center through a collaborative effort with the Board and the Center's staff.

The Delaware Center for the Inland Bays mission is to preserve, protect and restore Delaware's Inland Bays and their watershed.

Kayak paddling experience, Hammerheads gift card, spa package  
-Still need silent auction items as well - Town ideas (like one package for Fenwick, Bethany, Lewes, etc)  
-K. Sigvardson brought up reaching out to Cape Tours - Water Taxi for donation  
-M. Carter and M.Feaser will meet with Kathy at Big Chill next week to go over logistics

#### Dogfish Dash

-M. Carter provided Dash update - went over sponsors on website  
-P Draggio asked about target goal for DF Dash and Decked Out - want to match last year's Decked Out and exceed (\$20-25k in sponsorships); for DF Dash less concrete \$ amount

#### New Business

M. Carter

#### August Meeting Reschedule / Citizen Science Potluck (Aug 18)

-M. Carter brought up Citizen Science Potluck opportunity to ask Committee members to participate in the Potluck - Aug. 18 at James Farm at 3:00 pm;  
-S. Ball said she would definitely attend and help out  
-Would take place of August committee meeting

#### Crystal Trust Visit

-M. Carter detailed Crystal Trust visit to James Farm earlier this week  
-Engaging visit; overall really impressed with James Farm

#### Foundation Donation

-M. Carter presented news on \$5,000 gift from family foundation to the Center

#### Patagonia Grant

-M. Carter presented details on Patagonia Grant  
-Between \$2,000-\$15,000 grant money  
-Submission due 7/25; August 31 grant awardees will be announced

#### 30th Anniversary (2024) Brainstorm

All

-M. Carter brought up need to start brainstorming 30th Anniversary ideas for fundraising and sought input  
-J. Esposito - whole year use new branding it with 30th year - a new logo for the anniversary; culminating at Bay Center celebration at Decked Out in September 2023  
-D. Keil asked does it have to be calendar year-based? Could it be kicked off at Decked Out next year with big announcement? Suggested to use this as opportunity to thank long-time and largest donors  
-P. Drago - suggested adding in a banner or something of some kind to the current logo; committee agreed

#### Don't Chuck Your Shuck / Businesses of the Bays Programs

M. Carter

-M. Carter brought up examining the DCYS and Businesses of the Bay programs  
- are there ways to brand this more or differently? Revisit the partnerships with

the restaurants. Is there a way to increase the ask for Businesses of the Bay to be more like a sponsorship?

-Should there be a membership-like donation program with levels? Or an a la carte list of different types of sponsorship? -R. Mais - talked about different levels like as used in Bethany Chamber of Commerce (platinum, gold, silver, etc)

-S. Ball asked if it involves a solicitation every year to reach out to the businesses to renew? Maybe the cost for Businesses for the Bays is increased?

-J. Esposito asked how do the DCYS restaurants get recognized?

-D. Keil threw out idea of including CIB logo on restaurants menu

-S. Ball talked about how exciting it was when the program first launched to see brochures in restaurants and coasters with DCYS; but haven't seen any of those items in restaurants lately

-J. Esposito - why couldn't the restaurants market this themselves if we gave them the tools/resources? There's no program for individual to recycle their own shells. What can we do with them? D. Keil suggested Collection Bucket at James Farm, could be a good way to engage potential donors; could there be bin drop-off sites paired at recycling centers?

Open Forum

NEXT MEETING: TBD (based on discussion)

-M. Carter will email out information on Citizen Science Potluck opportunity

Adjourn

3:58 pm